

DEMOGRAPHICS AND ASIAN CINEMA

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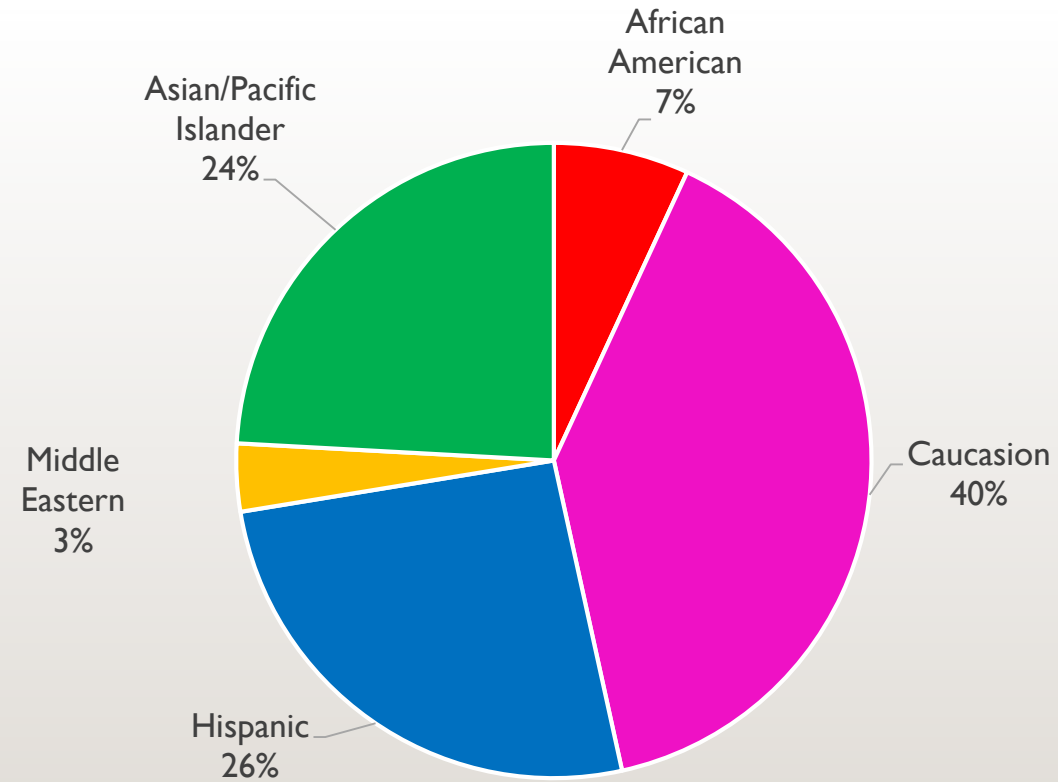
INTRODUCTION

- Christina Klein
- Importance of empirical evidence

HYPOTHESES

- 1) People of later generations will enjoy martial arts cinema more than earlier generations of immigrants.
- 2) People of non-Asian descent will enjoy martial arts cinema more than people of Asian descent.

PARTICIPANT ETHNICITY DISTRIBUTION



GENERATIONAL ENJOYMENT OF MARTIAL ARTS FILMS

	1 st generation	2 nd generation	3 rd generation	4+ generations	Other (e.g. student visa)
Yes enjoy	5	18	8	15	2
Not enjoy	2	3	1	4	
Never seen films			1		

ETHNIC BACKGROUND AND MARTIAL ARTS CINEMA

	African American	Caucasian	Asian/Pacific Islander	Hispanic/Latino	Middle Eastern
Yes enjoy	4	15	13	13	2
Not enjoy		7	2	1	
Never seen films				1	

HYPOTHESIS 1: RESULTS

H_1 = People of later generations will enjoy martial arts cinema more than earlier generations of immigrants

- Alpha level = .05

Results

Chi-Square statistic = 1.1419, $p = .766964$

This means there is not a statistically significant difference between earlier and later generations of immigrants and their enjoyment of martial arts cinema.

HYPOTHESIS 2: RESULTS

H_2 = People of non-Asian descent will enjoy martial arts cinema more than people of Asian descent.

Alpha level = .05

Results

Chi-Square statistic = 0.2495, $p = .617439$

This means there is not a statistically significant difference between non-Asian and Asian people in their enjoyment of martial arts cinema.



LIMITATIONS

- Convenience sample NOT random sample
- Sample size is too small
- Not enough representation of certain ethnicities
 - African American and Middle Eastern